

Abstract of the Disclosure

A system is provided for scheduling interactive advertisements. The system may receive orders for the presentation of interactive
5 advertisements and receive interactive advertisements in digital form. Interactive advertisements may be scheduled based on the received orders. The scheduling and display of interactive advertisements may be based on assigned priority, day part, category, rotation
10 type, form, screen location, screen group, time zone, size, etc. The orders may include information on an advertisement customer's desired display parameters. Pricing for orders may be provided based on information in the order or based on system delivery rates.